

2020 LEADERSHIP ACTION PROJECT OUTCOMES



After-School All-Stars

After-School All-Stars (ASAS) provides comprehensive after-school programs that keep children safe and help them succeed in school and in life. The Cleveland chapter of ASAS is expanding from five sites to nine sites in Fall 2020. One of its core programs, Show Your Work, seeks to expose middle school children to in-demand career paths. Each 10-week curriculum includes: hands-on learning, field trips, development of life skills, and opportunities for Q&A, all led by professionals in the field who volunteer their time. The ASAS Leadership Action Project was to identify and recruit professionals to serve as volunteers for Show Your Work. We identified professionals, business owners, and trade association leaders across nine industries. The list includes the contact information, the capacity in which we know them, and the strength of the relationship. The team also created a marketing plan and marketing materials to help ASAS in recruiting volunteers for this coming Fall.



Hope Lodge®

American Cancer Society – Hope Lodge

The American Cancer Society's Hope Lodge is in the heart of the University Circle area and located close to University Hospitals and the Cleveland Clinic. The Hope Lodge provides a free home away from home for cancer patients and their caregivers - offering a supportive, homelike environment where guests can share a meal, join in activities, or unwind in their own private rooms. The mini-hotel/dorm/apartment complex and community center heavily relies on volunteers to aid its two full-time staff. The Hope Lodge LAP project began with focusing on creating a sustainable volunteer program, broadening awareness and deepening community engagement. Through extensive interviews with stakeholders and multiple sessions with our LAP champions the Hope Lodge LAP had five goals:

1. Manage Volunteer Communication Flow
2. Create a Corporate Engagement Guide
3. Create Quarterly Newsletters highlighting Hope Lodge Activity
4. Create Defined Volunteer Job Descriptions
5. Restart Hope Lodge Advisory Board



The Carter Nedley Foundation

The Carter Nedley Foundation (CNF), established in memory of Carter Nedley, serves children in Northeast Ohio affected by cancer and helps their families by ensuring they have the resources and support they need. Over the past 10 years, the CNF has provided gifts to support local pediatric cancer treatment centers and financial support to families impacted by childhood cancer. The CNF LAP focused on providing long-term financial stability and board structure for the Foundation. After vetting three possible alternatives which included: developing a strategic plan for the existing organization, creating a managed fund at the Cleveland Foundation, and merging with a like-minded organization, the CNF board decided an organizational fund at the Cleveland Foundation was the best choice. The LAP team connected the Co-Presidents – Lisa and Jason Nedley – with Cleveland Foundation advisors and they are currently helping the CNF transition their funds to the Cleveland Foundation. The team also developed a board member handbook to provide organizational structure, board logistics, and roles and responsibilities for board members. Sample documents such as a board of directors application and member agreement/conflict of interest agreement were also developed.



Fab House

Fab House is a house in Glenville intended to be renovated and retrofitted to become a digital fabrication laboratory under the Fab Lab organization. Digital fabrication is cutting-edge technology that residents can use to prepare for the workforce, build businesses, improve their education, and create items for fun and play. Introducing a resource like this would be unique and beneficial for Glenville but it requires a deep level of trust between the community and developer. We developed a plan to establish resident engagement and introduce the Fab House project into the community. Through community conversations, the LAP team learned about helpful in-roads and listened to concerns from residents and community members; were beginning to speak with more residents when COVID-19 sidelined meetings and shifted the priorities of the neighborhood. The team developed a resident engagement strategy that can be used once neighborhoods reopen post-pandemic, as well as offered strategies to keep conversation going through these uncertain times.



Footpath Foundation

Footpath believes every child should have the opportunity to reach their fullest potential in life and works to give low income children the outdoor experiences they need to become resilient and productive adults. Footpath is committed to connecting kids with nature while equipping them with the skills necessary to overcome their unique hurdles in life. The LAP team helped the organization identify areas for development/improvement and focused on three key segments:

- Sponsorship/Donation Committee: Identified key corporate sponsorship opportunities by designing different giving levels (Collaboration with Fifth Third Bank and Cleveland Metropolitan Housing Authority). Transitioned to virtual opportunities due to COVID-19.
- Finance Committee: Created a one-year budget with a replicable working model.
- Volunteer Committee: Created an online application and flow chart clarifying the volunteer intake process and organized volunteer opportunities. Clearly identified volunteer needs and matched them with applicants to maximize resources.



Julia de Burgos Cultural Arts Center

Julia de Burgos Cultural Arts Center is a family-oriented organization serving Latinx youth and their families throughout the greater Cleveland area. Founded in 1989, JDB centers itself around programs and activities that are designed to cultivate and nurture cultural pride and appreciation, specifically within the arts. Having bounced around basements and different community centers, JDB was given the opportunity to take over the Archwood United Church of Christ and its parsonage. The Church became the heart of the organization, housing their cherished programming and events, but JDB was not quite sure how best to use the parsonage. After deciding that it should be a way for JDB to earn a dependable annual income to support its mission and activities, JDB tasked the LAP team with determining how to utilize this resource to their greatest advantage. Though currently in a holding pattern due to the pandemic, the team has created an outline for Julia de Burgos, detailing steps to take to get the house in working condition, and how to use the strength of their community to create the most meaningful and beneficial center.



Refresh Collective

Collective is a 501(c)3 arts and youth development organization with recording studios and screen-printing shops in Cleveland and Cincinnati, Ohio. It offers in-school programming, summer camps, and studio internships that engage students in deep learning using hip-hop style song writing, recording, and performance opportunities. The Refresh Collective LAP focused on analyzing the organization's financial and operational workflows and creating a strategic revenue and resource development toolkit. The toolkit consists of strategic revenue and communication outlines and templates, such as a bi-monthly newsletter outline, a master calendar, development and fundraising templates, one-page organization fact sheet, and a nonprofit resource guide that the organization will use to leverage resources and optimize efficiency. An analysis of financial and operational workflows identified needs for an additional teaching staff member, revenue growth opportunities through increased in-school programming, and partnerships with mission aligned non-profits.



The Welsh Academy

The Welsh Academy began in the 1990s as a dream of then-Saint Ignatius President Rev. Robert J. Welsh, S.J. '54. His desire was to create a school for urban middle school boys who could be academically successful at a college-prep school like Saint Ignatius if given the right opportunities. The Welsh Academy, named in his honor, opened in August 2019. The LAP team was tasked to support the development of a sustainable admission strategy for The Welsh Academy. The LAP team conducted extensive research on comparable schools, reviewed current admission strategies, and interviewed faculty members and current families. The team then developed recommendations for:

- An outreach strategy to targeted community connectors and organizations to build awareness for the Academy.
 - Promotion of The Welsh Story to support communication efforts to prospective students and families.
 - Opportunities to streamline the application process.
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